



# Russia: ITS Industry Highlights 2010

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## Sector Overview

The introduction of Intelligent Transportation Systems (ITS) is becoming a priority for Russian municipalities, federal government agencies, industry associations and private service operators. The ITS market is driven by increasing traffic congestion in major Russian cities and the nation's need to improve safety, mitigate environmental hazards related to transportation, and enhance operational efficiency. Approximately 200 different organizations play a role in the Russian ITS market. These include government agencies and numerous private firms such as product manufacturers, integrators, service providers and distributors that are working towards growing this sector.

In response to this developing market demand, over the last few years, Russia has produced a number of modern ITS systems and products, including fleet vehicle control and monitoring systems, cargo and passenger transport management systems, mobile information and ticketing systems. Research and development continues to be underway both in the vehicle-to-vehicle and the vehicle-to-infrastructure segments.

Despite these efforts, there is a growing concern in the Russian ITS community that ITS development is fragmented and lacking a long-term strategy. Experts believe that part of the overall Russian strategy should be: 1) system integration of ITS components; 2) interoperability so that components can function together; 3) and institutional coordination (integrating information and systems between different organizations).

Russia is actively seeking expert knowledge from international subject matter experts in the area of integration and in the adoption of advanced ITS products and services. The European ITS business community has become a major player in the Russian market due to its geographic proximity and history of strong economic ties. However, there is growing interest in U.S. products and services and this may present significant opportunities for U.S. companies in the Russian market.

## 1<sup>st</sup> ITS International Congress (April 7-8, 2009)

After many years of ITS development in Russia, the ITS International Congress was the first major event which brought together ITS professionals from the federal (Ministry of Transport), regional and municipal levels as well as public transit authorities (including Moscow City Transport Authority), industry associations (including ERTICO), transportation researchers, private service providers and operators, auto manufacturers (Nissan Russia, Volvo Car Russia) and suppliers of ITS equipment and components.

The event was organized by ITS Russia and International Transport Academy in association with Partnership for International Business Development (PIBD). Foreign participation was primarily represented by European firms such as: 1) SIEMENS, T-Systems, Satellic Traffic Management GmbH (Germany); 2) ASCOM (France/Switzerland); 3) COFEROUTE, VINCI Concessions (France); and 4) KAPSCH Traffic Com (Sweden). U.S. representation included AGA Group, Sun Microsystems, IMB, NAVTEQ and TransCore.

The International Congress identified a number of key areas where improvements need to be made in order to strengthen ITS deployment in Russia. Such areas include the harmonization of Russian ITS laws and integration with international ITS legislation, international cooperation (between ERTICO, ITS America, and ITS Japan), development of a common ITS platform, and availability of government financing for ITS programs. To develop a common ITS platform, the International Congress identified the following projects thought to have significant potential: 1) interaction with auto manufacturers to produce safer vehicles for the

Russian market; 2) road accident emergency assistance program (similar to eCall); 3) traffic management systems in major Russian cities; 4) regional ITS pilot projects in road infrastructure development; and 5) programs to develop automotive navigation systems.

## 2<sup>nd</sup> ITS International Congress (April 6-7, 2010)

The 2010 ITS International Congress is being sponsored by Russia's State Duma (Parliament), the Russian Ministry of Transport, the Moscow City Roads & Transport Authority and Joint Stock Company "Design & Research Institute for Information Technology, Signaling and Telecommunications on Railway Transport". The International Congress will focus on such issues as Russian regulations, trends in market development, application of advanced traffic management systems, development of automotive and aviation safety systems, in-vehicle technologies, public transportation applications and logistical systems, toll collection, satellite navigation systems such as GLONASS/GPS, and railway control and monitoring.

The International Congress will also feature an exhibition, providing organizations with the opportunity to showcase products and services, and meet potential partners and distributors. The International Congress organizers strive to broaden and increase U.S. company participation for the 2010 event.

## Resources & Key Contacts

The U.S. Commercial Service in Moscow plans to actively promote the 2010 event to the ITS community in the United States. U.S. industry has considerable expertise in this sector and continues to develop innovative and state-of-the-art solutions to further the economic, safety and security, mobility and environmental benefits of ITS. The increasing interest of the Russian ITS community in U.S. experience and products creates opportunities for U.S. firms to explore business prospects in Russia.

In connection with the 2010 event, the U.S. Commercial Service in Moscow will offer its Gold Key Matching Service program (GKS) to interested U.S. firms seeking business partners in Russia. The GKS program will include at least four appointments per day with pre-screened Russian firms during or immediately after the event. New-to-export companies using the U.S. Commercial Services' for the first time will be offered a special rate for a one day GKS. For more information on the GKS program and other services, please refer to: [http://www.buyusa.gov/russia/en/products\\_services.html](http://www.buyusa.gov/russia/en/products_services.html).

Interested U.S. firms are welcome to register at the official International Congress website: [www.pibd.ru/eits2/](http://www.pibd.ru/eits2/). The Congress Steering Committee is offering ITS America members a 20% discount off the registration rates. To receive this discount, a company needs to indicate a code number: **ITS2010C**.

For more information, please contact:

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